



OPTIMAL MANAGEMENT SOLUTIONS

TRUSTED COUNSEL IN MATTERS OF MARKETING, FINANCIAL, AND BUSINESS MANAGEMENT

Case Study: Business Planning

Starting a new business can be a cumbersome and complex process. Creating a strong business plan can be a good first step in transforming your thoughts and resources into business success. OMS can help you create a winning business plan to meet your needs. We work closely with you to create custom solutions to your business challenges.

Problem

Having used a popular business plan writing software package to work through the majority of her business plan, a restaurateur encountered difficulties in creating a sound financial model. The packaged model left her without the ability to fluidly create, assess and adjust different business scenarios and sensitivities that are often involved in developing a strong financial projections. This flexibility is key, as any business model must be evaluated under different scenarios. This allows the entrepreneur to create contingency plans and options to pursue when things don't work out as planned.

Optimal Solution

The restaurateur approached OMS to help her develop a custom financial model that would give her the analytic support she needed to build out her business concept. She worked one on one with an experienced OMS consultant to flesh out and evaluate her key assumptions. With OMS' help the restaurateur was able to refine her business model and create pro-forma financials that cogently expressed her business concept in numbers.

Results

Having a well thought out business plan and strong projections helped the restaurateur raise nearly \$135,000 in start up capital for her business. At OMS we don't serve clients, we partner with entrepreneurs to create successful businesses. With her business now underway, OMS is poised to help this restaurateur meet her next business challenge.